

ORDER



KSJV

Orders	Order / Rev:	105663	 KSNV	
	Alt Order #:	06842087		
	Product Desc:	HORSFORD 4 CONGRESS		
	Estimate:	1609		
	Flight Dates:	09/12/12 - 09/17/12		
	Original Date / Rev:	10/15/12 / 10/15/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Horsford for Congress		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	14	\$5,685.00	\$4,832.25	September 2012	14	\$5,685.00	\$4,832.25	0.00
					Totals	14	\$5,685.00	\$4,832.25	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$5,685.00	\$4,832.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

Class/Share	Share	Total
KSNV	31%	\$5,685.00
Market	100%	\$18,338.71

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$4,768.06
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$2,934.19
KTUD	1%	\$183.39
KVVU	18%	\$3,300.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,467.10

Order / Rev: 105663
 Alt Order #: 06842087
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Horsford for Congress
 Product Desc: HORSFORD 4 CONGRESS
 Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
1	KSNV	09/12/12	09/14/12	M-F	5-6a	WakeUp w/Wagner	5-6a		--WTF--	:30	2	\$90.00	4	0.00	NM	2	\$650.00											
M-F 5-6a WakeUp w/Wagner																												
NEWS																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 09/10/12	09/16/12	--WTF--	2	\$90.00	0.00																							
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type														
1	KSNV	09/10/12-09/16/12	M-F 5-6a	WakeUp w/Wagner	5-6a				-TWThF----	:30		(\$90.00)	0.00	NM														
See MG 1.3.1.4																												
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																												
2	KSNV	09/10/12-09/16/12	M-F 5-6a	WakeUp w/Wagner	5-6a				-TWThF----	:30		(\$90.00)	0.00	NM														
See MG 1.3.1.4																												
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3	KSNV	09/12/12-09/14/12	M-F 5-6a	WakeUp w/Wagner	5-6a				--WThF----	:30		\$325.00	0.00	NM														
MG for 1.1,1.2																												
[REVISED RATE]																												
4	KSNV	09/12/12-09/14/12	M-F 5-6a	WakeUp w/Wagner	5-6a				--WThF----	:30		\$325.00	0.00	NM														
MG for 1.1,1.2																												
[REVISED RATE]																												
N 2	KSNV	09/12/12	09/14/12	M-F	6-7a	WakeUp w/Wagner	6-7a		--WTF--	:30	2	\$175.00	4	0.00	NM	0	\$0.00											
M-F 6-7a WakeUp w/Wagners																												
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Credited																												
[credit - mg on 6863996]																												
N 4	KSNV	09/12/12	09/14/12	Today Show		CM	658a-9am		--WTF--	:30	2	\$200.00	4	0.00	NM	0	\$0.00											
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Week: 09/10/12	09/16/12	--WTF--	2	\$200.00	0.00																							
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type														
1	KSNV	09/10/12-09/16/12	Today Show		658a-9am				--WThF----	:30		(\$200.00)	0.00	NM														
Credited																												
[credit - mg on 6863996]																												
2	KSNV	09/10/12-09/16/12	Today Show		658a-9am				--WThF----	:30		(\$200.00)	0.00	NM														
Credited																												
[credit - mg on 6863996]																												
N 5	KSNV	09/17/12	09/17/12	Today Show		CM	658a-9am		M-----	:30	1	\$200.00	4	0.00	NM	0	\$0.00											
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Week: 09/17/12	09/23/12	M-----	1	\$200.00	0.00																							
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length		Rate	Rtg	Type														
1	KSNV	09/17/12-09/23/12	Today Show		658a-9am				M-----	:30		(\$200.00)	0.00	NM														
Credited																												
[credit - mg on 6863996]																												
N 6	KSNV	09/16/12	09/16/12		CM	8a-9am			-----S	:30	1	\$1,300.00	3	0.00	NM	0	\$0.00											

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Meet the Press															
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Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type			
1	KSNV	09/10/12-09/16/12	Meet the Press		8a-9am			-----Su	:30	(\$1,300.00)	0.00	NM			
Credited															
[credit - mg on 6863996]															
N 8	KSNV	09/12/12	09/14/12	M-F Today Show II 3rd H	CM	9-10a	-- WTF--	:30	2	\$95.00	4	0.00	NM	0	\$0.00
M-F Today Show II															
TODAY SHOW II															
Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type			
1	KSNV	09/10/12-09/16/12	M-F Today Show II 3rd Hr		9-10a			- TWThF-----	:30	(\$95.00)	0.00	NM			
See MG 8.3,8.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12	M-F Today Show II 3rd Hr		9-10a			- TWThF-----	:30	(\$95.00)	0.00	NM			
See MG 8.3,8.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/16/12	M-F Today Show II 3rd Hr		9-10a			-- WThF-----	:30	(\$125.00)	0.00	NM			
Ⓜ Credited															
[credit - mg on 6863996]															
9	KSNV	09/12/12	09/14/12	Rachael Ray	CM	11am-12pm	-- WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHAEL RAY															
Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type			
1	KSNV	09/10/12-09/16/12	Rachael Ray		11am-12pm			-- WThF-----	:30	(\$325.00)	0.00	NM			
See MG 9.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/10/12-09/16/12	Rachael Ray		11am-12pm			-- WThF-----	:30	\$325.00	0.00	NM			
Ⓜ MG for 9.1 09/14															
[revised rate]															
N 10	KSNV	09/12/12	09/14/12	Noon News	CM	12-1230pm	-- WTF--	:30	2	\$125.00	4	0.00	NM	1	\$125.00
NEWS															
Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type			
2	KSNV	09/10/12-09/16/12	Noon News		12-1230pm			-- WThF-----	:30	(\$125.00)	0.00	NM			
Credited															
[credit - mg on 6863996]															
N 11	KSNV	09/12/12	09/14/12	The Agenda 1230pm	CM	1230-1p	-- WTF--	:30	2	\$100.00	3	0.00	NM	1	\$100.00
The Agenda 1230pm															
Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Spot	Ch	Date Range	Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type			
1	KSNV	09/10/12-09/16/12	The Agenda 1230pm		1230-1p			-- WThF-----	:30	(\$100.00)	0.00	NM			
Credited															
[credit - mg on 6863996]															
N 12	KSNV	09/17/12	09/17/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$150.00	4	0.00	NM	0	\$0.00
Dr. Phil															
Week:	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
			M-----		1	\$150.00	0.00								

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																			
N12	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$150.00	4	0.00	NM	0	\$0.00																			
DR. PHIL																																		
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	KSNV	09/17/12-09/23/12	Dr. Phil	3-4p	M-----	:30	(\$150.00)	0.00	NM																									
<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
N13	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$145.00	4	0.00	NM	0	\$0.00																			
NEWS																																		
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14	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	1	\$175.00	4	0.00	NM	1	\$175.00																			
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N15	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$250.00	4	0.00	NM	0	\$0.00																			
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<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
N16	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	2	\$230.00	4	0.00	NM	0	\$0.00																			
JEOPARDY																																		
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td> <td>09/16/12</td> <td>--WTF--</td> <td>2</td> <td>\$230.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	--WTF--	2	\$230.00	0.00								
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	KSNV	09/10/12-09/16/12	M-F Jeopardy	630-7pm	--WThF----	:30	(\$230.00)	0.00	NM																									
<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
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2	KSNV	09/10/12-09/16/12	M-F Jeopardy	630-7pm	--WThF----	:30	(\$230.00)	0.00	NM																									
<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
N17	KSNV	09/12/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	2	\$230.00	4	0.00	NM	0	\$0.00																			
WHEEL																																		
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	KSNV	09/10/12-09/16/12	M-F Wheel	7-730pm	--WThF----	:30	(\$230.00)	0.00	NM																									
<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
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<i>Credited</i> <i>[credit - mg on 6863996]</i>																																		
N18	KSNV	09/12/12	09/14/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	2	\$125.00	4	0.00	NM	0	\$0.00																			

Order / Rev: 105663
Alt Order #: 06842087
Flight Dates: 09/12/12 - 09/17/12

Advertiser: Horsford for Congress
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609

KSJV

Order / Rev: 105663
 Alt Order #: 06842087
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Horsford for Congress
 Product Desc: HORSFORD 4 CONGRESS
 Estimate: 1609

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	KSNV	09/12/12	09/14/12	M-F Today Show III 4th Hr	16M	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
Week:	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Spot	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	KSNV	09/10/12-09/16/12	M-F Today Show III 4th Hr	10am-11am	--WTF--	:30	(\$325.00)	0.00	NM						
See MG 25.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12	M-F Today Show III 4th Hr	10am-11am	--WTF-----	:30	\$325.00	0.00	NM						
(M) MG for 25.1 09/14 [revised rate]															
26	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagner	5-6a		M-WTF--	:30	2	\$125.00	3	0.00	NM	2	\$650.00
M-F 5-6a WakeUp w/Wagners															
Week:	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Spot	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	KSNV	09/11/12-09/17/12	M-F 5-6a WakeUp w/Wagner	5-6a	M-WTF----	:30	(\$125.00)	0.00	NM						
See MG 26.3,26.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/11/12-09/17/12	M-F 5-6a WakeUp w/Wagner	5-6a	M-WTF-----	:30	(\$125.00)	0.00	NM						
See MG 26.3,26.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/17/12	M-F 5-6a WakeUp w/Wagner	5-6a	M-WTF-----	:30	\$325.00	0.00	NM						
(M) MG for 26.2,26.1 [REVISED RATE]															
4	KSNV	09/12/12-09/17/12	M-F 5-6a WakeUp w/Wagner	5-6a	M-WTF-----	:30	\$325.00	0.00	NM						
(M) MG for 26.2,26.1 [REVISED RATE]															
												Totals	14	\$5,685.00	